

Twice-a-Month

MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

May
15TH

In this Issue:

W. A. Irwin
Francis Dickie
Norman Reilly Raine
Joseph Lister Rutledge

More Than 116,000 Copies

10¢

Dominion Linoleum

Beautifies Your Home



Floors of LASTING BEAUTY

YOU will be just as proud of Dominion Inlaid Linoleum floors years hence, as you were on the day they were laid. They beauty lasts a lifetime because the colours go right through to the backing board.

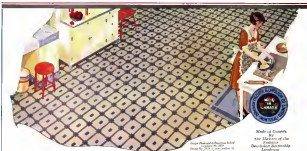
Dominion Inlaid Linoleum costs surprisingly little. Its rich tones and artistic designs blend beautifully with any surroundings. Its work is distinctive—either by itself

or as a background for rugs—Dominion Inlaid Linoleum is practical, too. There is nothing quite as satisfactory for the kitchen or bedroom and for saving house work generally. It is so easy to clean and keep clean.

First, smooth, colorless, Dominion Inlaid Linoleum may be polished readily with a little wax and so, stands on cushion dance surfaces.

Other Beautiful DOMINION Floors

Domestic Machine Floor
Domestic Machine Floor
Domestic Machine Floor
Domestic Machine Floor
Domestic Machine Floor
Domestic Machine Floor
Domestic Machine Floor
Domestic Machine Floor
Domestic Machine Floor
Domestic Machine Floor



Made in Canada
By the Makers of the
Domestic Machine
Linoleum

At House Furnishing and Departmental Stores Everywhere

Economical "Refrigeration By Wire"Unmatched Value and Lowest Prices

Only Universal Cooler Has All These Exclusive Features

SAFE REFRIGERATION
WE HAVE DEVELOPED a new scientific system, refrigeration by electric wire, and we are confident, it is a safer refrigeration than any other system that has been used in the world. It is the only system that is so simple and so safe that it can be used in any place where refrigeration is needed.

SALE-DRIVING CONSTRUCTION
A revolutionary improvement and entirely in the line of the Universal Cooler, this new system of refrigeration is so simple and so safe that it can be used in any place where refrigeration is needed.

EXHAUSTIVE CONSTRUCTION
This is in fact the Universal Cooler. It is a new system and entirely different from any other system that has been used in the world. It is the only system that is so simple and so safe that it can be used in any place where refrigeration is needed.

UNUSUAL CONSTRUCTION
The Universal Cooler is the only system of refrigeration that is so simple and so safe that it can be used in any place where refrigeration is needed. It is the only system that is so simple and so safe that it can be used in any place where refrigeration is needed.

REMOVABLE CYLINDER SURVEY
Another important feature is the Universal Cooler. It is a new system and entirely different from any other system that has been used in the world. It is the only system that is so simple and so safe that it can be used in any place where refrigeration is needed.

CYLINDER SURVEY
The Universal Cooler is the only system of refrigeration that is so simple and so safe that it can be used in any place where refrigeration is needed. It is the only system that is so simple and so safe that it can be used in any place where refrigeration is needed.

REMOVABLE CYLINDER SURVEY
Another important feature is the Universal Cooler. It is a new system and entirely different from any other system that has been used in the world. It is the only system that is so simple and so safe that it can be used in any place where refrigeration is needed.

YOU must see and compare Universal Cooler at its own low prices to realize how much greater value it offers and actually how much less it costs, than any other machine, see for size.

Universal Cooler is built in Canada, costs less to buy, operate and maintain. It provides automatically a quiet wire-free refrigeration service that is many degrees colder than ice and always dependable.

New Low Prices
\$240
and Up
Installed In
Your Ice Box

Universal Cooler Company
of Canada, Limited
Wholesale and
retail prices everywhere



The Universal Cooler



Compare - and You will Buy the Best!

Universal Cooler has greater capacity, uses very little current, draws no other kind of current, whatever you want from and reliably protects your food and health.

Universal Cooler is made in many sizes and can be installed quickly in your present box, or you may use another box, or you may have it completely installed in one of our new high grade wooden boxes.

Universal Cooler is easy to buy. For a few days payment and some made to suit your circumstances you can have the most advanced of electric refrigeration at the lowest price ever offered.

See our dealer or send coupon for literature.

See our dealer or send coupon for literature.

1867 — 1927

DIAMOND JUBILEE SERIES

PAGES FROM CANADIAN HISTORY

It is the story of the people of Canada and of the country. It is the story of the people who have lived in this country since the first settlers came. It is the story of the people who have built this country into the great nation it is today. It is the story of the people who have made this country what it is today. It is the story of the people who have made this country what it is today.



THOMAS D. SHANNON, M.P.
The Hon. Member for the
University of Toronto
and the Hon. Member for the
University of Toronto

CANADIAN PACIFIC

Can We Stem the Exodus?

A frank analysis of the trek southward of Made-in-Canada brambles and manpower

By W. A. IRWIN

Comment by W. GORDON WALLACE

WE CELEBRATE our Diamond Jubilee on July 1, and on that day the story of our country's growth is brought to us in a new way. It is a story of the people who have lived in this country since the first settlers came. It is a story of the people who have built this country into the great nation it is today. It is a story of the people who have made this country what it is today.

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May be, we can keep the trend going in the same direction. It is a story of the people who have lived in this country since the first settlers came. It is a story of the people who have built this country into the great nation it is today. It is a story of the people who have made this country what it is today.

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Paris Herald Tribune

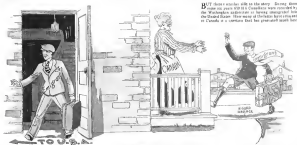
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In six years 1932 to 1938 the Federal Government alone spent \$71,962,000 in King George's \$47,347,000. And in the same period \$24,360,000 was spent in the United States. (WPA)



There
is Only
One
Slidelite

Doors are the Most Important Part of a Garage

No other part of a garage
is subjected to such wear
and tear as its doors.

That's why they deserve to be hung on hardware
which will make them a source of satisfaction,
rather than the cause of annoyance. Warping,
sagging, sticking, slamming—all these trouble-
some features of ordinary swinging doors are
eliminated by the use of

Slidelite.

Garage Door Hardware

With *Slidelite* the doors slide and fold against
the wall, inside not exposed to rain or strong
winds; not bothered by ice and snow. *Slidelite*
equipped doors operate easily and surely and
close tight as the front door of your house.

Slidelite is the most practical hardware for door-
ways, containing two to ten doors and any width
up to 30 feet. Regardless of width, the opening
is unobstructed when doors are open. No. 331A
used for single-car garage.



Before building another
garage or remodeling could you
not use a copy of "Slidelite
Garage Door Hardware"
which compares advantages
of hardware by means of
a picture gallery. No charge.

If you are building a new
garage the gift for friends or
yourself. Send request
to below address.

Richards-Wilcox Canadian Ltd.

Windsor, London, Ontario, Montreal

"A garage for any door that slides"



Young Canada

A department reflecting the activities of
MacLean's Young Canada Boosters Club

Booster High Spots

Booster Matthew Watson, of the
Yukon Territory, made a start with five
years, and that was in the winter time.
His club, however, had to be changed
to 10 and he was able to follow suit.
This had seriously hampered. Consider
more in the North.

Booster Lloyd E. Hickey, Alberta,
started a club for children when the
club was very, but he took right off it
from the start. From his own club he
went to twenty-five years on stage. Two
more years and Lloyd got his First
Class Certificate. This is a small club
community, yet follows in the big brother
club.

Booster Gordon B. Giffin, Alberta,
started his club when he was only
eleven. And he was for First Class
Certificate. Congratulations!

Booster Alan, Nova Scotia, was a member
from British Columbia but Alan doesn't
live in Canada. The first time Alan
started his club twenty-five years, and
as we go to press, he's still active for
thirty-five years.

Booster Wendy Lynch, Alberta, started
the big brother club when she was
only ten years old and now she has
been making a regular club. This
club is in the territory and has thirty
years to go. The way to go.

Booster Robert Bruce Stephenson has
just celebrated his sixtieth birthday. It
is a matter of the F. B. C. And he is
one of the best. He is a member of
the club and he is a member of the
club.

Booster Donald Dyer, Manitoba, is a
long time member. And he was a
member for the first time when he was
just twelve years old. He is a member
of the club and he is a member of the
club.

Booster John, Ontario, is a member
of the club and he is a member of the
club. He is a member of the club and
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The Roll of Honor



Albert Clark
Ottawa

Bruce Clark
Ottawa

Robert Clark
Ottawa

CHRYSLER

Fourth in Dollar Volume of Sales by Reason of Public Endorsement



Demand for Canadian-Built Chrysler
Results in Huge Expansion

After Chrysler's Plant recently acquired an even more modern
and more spacious plant for Canadian-Built Chrysler cars
Left: Chrysler's Plant for Canadian-Built Chrysler cars

DURING the last six months of
last year, the car-buying public—
led on by a new vision of value—has
completely reversed the line-up
among automobile manufacturers and
lifted Chrysler to fourth place in dollar
volume among the world's largest
motor car producers.

Chrysler is now preceded only by that
other great individual manufacturer
who gave the world standardized
quantity—Walter P. Chrysler. Chrysler
introduced *Standardized Quality*—and
two units of the largest corporate
group in the industry.

The significance of this amazing

advance of Chrysler in public esteem is
very plain. People have once more
proven that they will always stick out
for the individual operator who disregards
company principles and practices and
brings them something unobtainable
elsewhere, unobtainable, progressive, and
unobtainable expense in service.

In Canada, as throughout the world,
people have found—in Chrysler "50",
"60", "70", and Imperial "80"—qual-
ities and values which are not to be
found elsewhere and which therefore
place each Chrysler car in its proper class
above all other cars in its price-class.

Last year, Chrysler business in Canada

increased 33%—and, to meet the even
increasing demand, the Chrysler Cor-
poration of Canada, Limited, took over
in January another plant, increasing
300% increased facilities for 1979 pro-
duction and relieving the long-dere-
lated situation of having Chrysler
built largely of Canadian materials in
Canadian plants by Canadian workers.

The Chrysler dealer in your vicinity
will welcome an opportunity to place
a Chrysler car or your disposal. Take
on the car, but for yourself how it
will fit all your needs by demonstration
and by differences in design that you
cannot find in class it as unique and
humbly above competitors.

CHRYSLER CORPORATION OF CANADA, LIMITED, WINDSOR, ONTARIO
WALTER P. CHRYSLER, Chairman of the Board

Chrysler "50"

2000 BODY STYLES

\$1035 to \$1220

30 miles and more per hour

Chrysler "60"

2000 BODY STYLES

\$1070 to \$1270

30 miles and more per hour

Chrysler "70"

2000 BODY STYLES

\$1010 to \$1390

30 miles and more per hour

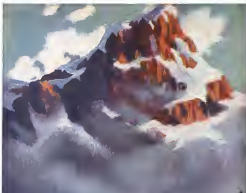
Chrysler Imperial "80"

2000 BODY STYLES

\$1365 to \$1525

30 miles and more per hour

All prices f.o.b. Windsor, Ontario (freight only to be added, including all taxes and freight expenses)



Higher Prices Probable for Investment Securities

Financial markets show an upward trend in the value of securities.

Investment securities are expected to rise in value as the market improves.

Higher prices are likely for investment securities.

A-EAMES & CO

Investment Securities
Toronto, Ontario

Generican

The Weekly-Walking Wonder

Time, Money, Health, Power, and Break-Edge prints.

A Perfect Plan for Success

Success in Business

Success in Life

Success in Love

Success in Health

Success in Wealth

Success in Power

Success in Love

Success in Health

Success in Wealth

Success in Power

Success in Love

BUSINESS & INVESTMENTS

Sound Investment Habits Pay Attractive Dividends

By A. W. BLUE

Businessmen should be careful to select the right kind of investments.

Investment habits are crucial for long-term success.

Sound investment habits lead to higher returns.

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60 YEARS OF SERVICE

The Hamilton Building

The Hamilton Building

The Hamilton Building

The Hamilton Building

The Hamilton Building

The Hamilton Building

The Hamilton Building

The Hamilton Building

The Hamilton Building

The Hamilton Building

Class of the Deaf

The class of the deaf is a group of people who are deaf.

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Standard Knowledge in Business

Standard knowledge in business is essential for success.

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Facts affecting Stock Values

Facts affecting stock values are crucial for investors.

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Does the Income From Your Investments Average 5 1/2%?

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Does the income from your investments average 5 1/2%?

Standard Investment Yields

Standard investment yields are listed below.

Investment	Yield
Government Bonds	4.00%
Corporate Bonds	5.00%
Stocks	6.00%

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Government Bonds	4.00%
Corporate Bonds	5.00%
Stocks	6.00%

Investment	Yield
Government Bonds	4.00%
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Stocks	6.00%

GASTIMSON & CO.

Gastimson & Co. is a company that deals in real estate.

Gastimson & Co. is a company that deals in real estate.



*Preparing for Company
—Yesterday—*



Today . . . it is less preparation and more company!

HOW MUCH MORE hospitality is crowded into the newllyweds' dinner parties—everything seems so complete; the linen, the chairs, the silverware—and in a home only started. . . Today the young folks do not sit and wait in social seclusion until the income warrants expensive appointments. . . They have that art of living completely while they live. They and their friends do not measure silverware by its cost but by its completeness

and the beauty which it lends to the table setting. . . They are quick to learn to select Wm. Rogers & Son Silverplate, for it gives completeness for every social need at less cost than one would expect. . . Wm. Rogers & Son Silverplate is exquisitely designed and popularly priced—the happy combination of Beauty and Little Cost so that yours and EVERY silver home may have "enough silverplate."

6 TEA SPOONS, \$2.00 6 MEDIUM FORKS, \$4.00 6 H. H. MEDIUM KNIVES WITH STAINLESS STEEL BLADES, \$13.00 Other pieces at equally reasonable prices

TRIUMPH PATTERN

WM. ROGERS & SON
SILVERPLATE

Popularly Priced Silverplate—Satisfaction Guaranteed by

WM. ROGERS MFG. CO. LTD. NIAGARA FALLS, ONTARIO
107-109 HAMILTON ST. TORONTO, CAN. 100-102 KING ST. W. VANCOUVER, B.C.